

EPISTAR

1996 - **20th** 16
ANNIVERSARY

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LEADER OF LED CHIP THAT BROUGHT UP BY THE TIME

The establishment of EPISTAR can be traced back to 1980s, in that period, the mainstream of Taiwanese LED industry was packaging, that most of LED chips were imported from Japan, on the other hand, Japan was implementing protectionism, making exports of LED chip under limitation, this resulted Taiwanese LED manufacturers growing slow. Considering the problem, Taiwanese authority authorized the Industrial Technology Research Institute (ITRI), hopefully that able to own the technology of LED chip production by ourselves. At the moment, The Metal-organic Chemical Vapor Deposition (MOCVD) was a growing technology, compare with the already matured Liquid-phase Epitaxy (LPE); EPISTAR was established under the atmosphere of this new technology, by using this new technique, and with the help of financial support from mainstream packaging houses, EPISTAR had became the supplier, experts in providing LED chip for domestic packaging houses. Initially, EPISTAR only produced epitaxy wafers, while the rest of the production was done by other chip factories. But because most of the chip houses at that time were not familiar with MOCVD's newer structure, chances are brightness and efficiency were under expectation, therefore, many clients purchased LED chips directly from EPISTAR. Little by little, EPISTAR had become the mainstream company as providing LED chips, and won the title of biggest LED chip supplier worldwide in 2015.

EXPERT IN LED CHIP AND CO-ACTIVATION SERVICE MODEL

EPISTAR's prolonged R&D has focused on developing and optimizing manufacturing technologies of LED chips, making it fit for any LED application domain, leading the world with various LED production techniques, as well as understanding and innovation of material characteristics. Recently, EPISTAR had developed a special service pattern, called "Co-activation Service model", the core concept of the pattern is "virtualized vertical integration". Mainly by EPISTAR's extensive know-how in the industry, experience of manufacture, and the coordination, offering most suitable product that match up terminal clients' demands, all the way from the design of LED chip. In this pattern, EPISTAR mainly receives the order, and does the coordination, choosing packaging house and module vendor, according to clients' demands, creating optimum supplying chain, and distribute products as EPISTAR's brand, or providing OEM. For instance, the chip for portable LED projector in 2015, DoB (Driver on Board) etc., these are part of successful cases of Co-activation Service Model. EPISTAR convinces that only by following this pattern, the company will pave the irreplaceable way in this competitive worldwide LED industry.

Note: For more information, please visit www.epistar.com, entering "Case study".

WORK TOGETHER, GROW BIGGER. TOWARDS WORLD'S TOP MANUFACTURER

The current scale of EPISTAR has undergone with several times of merging, the reputation of "King of merger" was earned inside the industry and media, when it comes to integrating resources of both companies, and creating synergy in a short period, EPISTAR is the expert. In these several times of merging, EPISTAR reckons that "Merger" was operated between two companies, rather than "Mergers and acquisitions" (M&A). The difference between two, is that merger has two teams go hand in hand; integrating efficiency will be increased, creating a more pleasant atmosphere between two. The M&A, on the other hand, will create a master-slave relation. For example, the first merger was in 2005, with United Epitaxy Company (UEC), it was separated into two departments, red light and blue light, according to their products. Also, the organization had been cunningly arranged, by crossing both of their administrating technicians, according to their professional status. By following this pattern, results are entirely fused, and learning each other's techniques rapidly, ended up with an impressive synergy. Having this successful case, EPISTAR follows the same procedure in every merging progress, slowly but surely, a scale of five thousand employees was achieved. Thanks to merging, various patents and techniques are accumulated and even substantial productivity as the backing, impressing mainstream manufacturers overseas, this is a crucial vantage for EPISTAR, able to step ahead, towards abroad.

TECHNIQUE + SERVICE, PAVE EPISTAR'S OWN WAY

In the olden days, LED was recognized as an "high-tech product" that only been used in advanced occidental countries, therefore, when it comes to LED, International brands would usually be mentioned, such as Philips, Osram and Panasonic, causing market share for Taiwanese is difficult to get. To make matters worse, countries like China or South Korea, authorities are strongly supporting their own domestic trades. The competition between EPISTAR and other competitors, in recent years, is like David versus Goliath. This shows the hard time when Taiwanese brand trying to standout from crowd in the world. If Taiwanese manufacturers want to stand still in the market, the only way is by owning superior techniques and innovative services. For a long time, EPISTAR has focus on fields of LED epitaxy and LED chip production, creating full spectrum production line, from short-wavelength UV to long-wavelength IR, as well as "Co-activation Service Model" that rapidly reflects market demand, not only providing LED chips, but technologies and professions, offering solutions to all kinds of LED applications. In recent years, EPISTAR has vigorously achieved cross patent authorization with various international companies, breaking through patent barrier, with the help of largest productivity vantage worldwide, EPISTAR is the iconic LED brand in the world.

